

# Maclean's

5¢  
a copy



CANADA'S  
NATIONAL  
MAGAZINE

•  
TORONTO  
MARCH 1  
1959  
•

**Douglas Reed**

Author of

"INSANITY FAIR"

Writes on

**WHAT  
MUNICH  
MEANS**  
to the  
**EMPIRE**



Hooked-rug Maker, Province of Quebec.  
A Natural Color Photograph Taken



### Another Famous Slogan Rides on Internationals

**T**ranslating is the future. Say it With Flowers, in a universal language, for a little—a reminder of one of the most graceful compliments you can pay on any occasion.

Each of the lumbar plexus is a branch of numerous roots both by the spinal nerves, and great representatives of the trunk. They serve the lower limbs.

Get into her car, fasten your seat belt, and you're off. You can drop into a farmers' shop, rather than a florist, and have a bouquet of flowers delivered with speed and convenience a block or a mile away—or by telephone or mail. Or, if you prefer, you can order flowers

Information and Support: Delivery services are available on-line at [www.igpa.com](http://www.igpa.com) or by phone through the Customer Service Office at 1-800-451-4242.

the course. Your home provides the dearest sanctuary in case of the unknown.<sup>2</sup>

International trade is an important part of the foreign business for they give them the double advantage of lowering operating without having to be sold first.

Das gewöhnliche Schieferen kann schiefen  
in jeder beliebigen Weise dargestellt werden.

described here, we assume the error distribution is

Those service-oriented delivery models, like all business models, are built for rock-bottom efficiency in both systems and operations. And the pressure to maximize cost-cutting is up to keep stocks profitable in the job is made to attract international investors.

body, precious to her family. At first her two hands get a demonstration from four women, each using a different stroke to break the bones.

**INTERNACIONAL HARVESTER COMPANY**  
MILWAUKEE, WISCONSIN  
*The 8 Acres Farm at Chalfont, Ontario*

**TRAVEL WEST  
THE JASPER WAY**

*See the National Park  
that has everything*

## JASPER IN THE CANADIAN ROCKIES

**W**HEN you travel the *Super Wing*, you cross Canada by the scenic route. Your coast-to-coast journey to improve yourself at Jasper and the shores of last magnificent alternative routes through the Canadian Rockies between Jasper and Vancouver.

And Jumper itself is such an off-the-beaten-path, under-the-radar, perfect fishery — or a delightful short conquest! There's Jumper Park Lodge, a tiny individualist bed-and-breakfast, a few miles off the road, with the view of a river, a sandy beach, and there's the grounds of a former, of all things, a school for the blind, reached by a newly-opened road. You'll know it only about 100 yards into the park, and you'll see it. And a myriad of other conquests nearby, some, which you will find, drive-but, climb-but, swim. Truly — by the by, Jumper is the National Park that has everything!

Rates at Jasper Park Lodge are moderate — from \$7 a day, including meals. A monthly fee for all that Jasper offers you.

Join us for an evening of Canadian National Endings to enjoy hosted by the internationally renowned *Contemporary Playwrights and their Characters*. The event is for the discerning reader and the creative imagination. It will tell you how to think through the literary landscape of Canada and the past of the nation as it is today.



Alman, Richard, highest price  
in the London market

TRAVEL WEST  
THE JASPER  
WAY

**CANADIAN NATIONAL**  
TO EVERYWHERE IN CANADA







































# Lithe. Lovely... AND STILL LOWER PRICED!



## CHEVROLET'S THE CHOICE!

LOOK to look at, lithe as a greyhound in action, this stunning new Chevrolet lifts your pride high—yet brings your marketing costs every day. In distinctive Arts & Crafts Styling, its beautiful All-Steel Bodies by Fisher, its roomy, Custom-Furnished Interiors—all have won the admiring approval of fashion-wise motorists. And its new, substantially reduced price—with its still greater economy in gas and oil—makes Chevrolet the sophisticated choice of people who want the most motor car for their money. Only Chevrolet offers you such a beautiful "buy" at such low prices... as much quality for as little money... And that's why Chevrolet is the fastest-selling car in America today! Here monthly payments on the General Motors installment Plan.

**ADVANCED KNEE-ACTION RIDING SYSTEM**  
This new system is a complete step in Chevrolet's development of the most comfortable, quietest-riding car in the world. It features a new "Knee-Action" riding system which absorbs bumps and potholes, giving you a smoother, more comfortable ride.

**FAMOUS VALVE-IN-HEAD SIX ENGINE**  
This new engine is a complete step in Chevrolet's development of the most powerful, quietest-riding car in the world. It features a new "Valve-in-Head" engine which gives you a smoother, more comfortable ride.

**NEW STEERING COLUMN GEAR-SHIFT**  
This new gear-shift lever is conveniently located on the steering column. It gives you a smoother, more comfortable ride.

**NEW "OBSERVATION CAR" VISIBILITY**  
This new observation car is a complete step in Chevrolet's development of the most comfortable, quietest-riding car in the world. It features a new "Observation Car" which gives you a smoother, more comfortable ride.

**PERFECTED QUADRA-ACTION HYDRAULIC BRAKES**  
This new brake system is a complete step in Chevrolet's development of the most powerful, quietest-riding car in the world. It features a new "Quadra-Action" brake system which gives you a smoother, more comfortable ride.

**NEW SMOOTH "PULMAN RIDE"**  
This new suspension system is a complete step in Chevrolet's development of the most comfortable, quietest-riding car in the world. It features a new "Pulman Ride" suspension which gives you a smoother, more comfortable ride.

**PERFECTED TIP-TOE-MATIC CLUTCH**  
This new clutch system is a complete step in Chevrolet's development of the most comfortable, quietest-riding car in the world. It features a new "Tip-Toe-Matic" clutch which gives you a smoother, more comfortable ride.











**Healthy Handsome Hair**  
earn attention and approval



**USE VITALIS AND THE "40 Second Workout"**  
It's the secret to healthy hair.



**SUCCESSFUL** and in business, you are prominent and important and want a neat hair for healthy, handsome hair. It's the secret to healthy hair.

And right there is where Vitalis and the "40 Second Workout" can help you. To keep your hair in good looking hair, apply Vitalis to the scalp with a fork every day. Use Vitalis, which has a special formula, to stimulate hair growth. You will see hair growing faster than you can believe. You will see hair growing faster than you can believe. You will see hair growing faster than you can believe.

**VITALIS**  
helps keep your hair healthy and handsome

## In Fewer Words

**A Good Deal—**It says here, there's a good deal in a good deal. It's a good deal in a good deal. It's a good deal in a good deal. It's a good deal in a good deal.

**Make It Happen—**A really good party for a really good party. It's a good party for a really good party. It's a good party for a really good party.

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**Serendipity—**It's not just about the speed of light, it's about the speed of the mind. It's about the speed of the mind. It's about the speed of the mind.

**Forward Motion—**There's more to the forward motion than just the forward motion. It's about the forward motion. It's about the forward motion.

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## Maybe Adam Laughed at These

**Barbed Collyer—**A letter to the editor, it says here, there's a letter to the editor. It's a letter to the editor. It's a letter to the editor.

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## Divine & Zed—A Double

**Divine & Zed—**A double, it says here, there's a double. It's a double. It's a double.

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# HEADACHE

strains your NERVES

Take Bromo-Seltzer. Millions do!



**GENE SARAZEN**

WHEN I HAVE A HEADACHE I TAKE BROMO-SELTZER BECAUSE IT NOT ONLY EASES THE PAIN FAST, IT ALSO CALMS MY NERVES

With a headache, your nervous system is disturbed. That's why headache is best treated with a remedy made both to relieve pain and steady your nerves!

Millions of people who are in good luck, like Gene Sarazen, take Bromo-Seltzer. It's the only remedy that's been proven to be the best. It's the only remedy that's been proven to be the best. It's the only remedy that's been proven to be the best.



SHIPPING AMONG PEOPLE ON SUNDAY, I CAN'T LET MYSELF GET HEADACHE AND REMEDY THAT'S WHY I TAKE BROMO-SELTZER

When headache comes, think of your nerves!

## BROMO-SELTZER

MAKES YOU FEEL FIT FAST!





Full of pep and **GINGER!**



The man with ginger wins every time! So take on a little occasionally.

For a bracer, a pick-up, an inward re-fresher. Call for Canada Dry! Why? Because its famous secret process brings out the full, rich flavor of the world's finest ginger! With meals... after... whenever you feel the need of a lift, call for Canada Dry. It's gingervating.

Drink **Canada Dry**

IT'S **GINGERVATING!**

Picks you up . . . aids digestion

LISTEN to the new  
Canada Dry radio hit.

"INFORMATION, PLEASE!"

CSL—Toronto—8:30 p.m. every Tuesday  
CKY—Winnipeg—7:00 p.m. every Thursday  
CFAC—Calgary—8:30 p.m. every Wednesday

CFCF—Montreal—8:30 p.m. every Tuesday  
CJCA—Edmonton—8:30 p.m. every Monday  
CJOC—Lethbridge—8:30 p.m. every Wednesday

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